

## ORDER



KSDK

**Orders**  
**Order / Rev:** 721425  
**Alt Order #:** 06367729  
**Product Desc:** ZWEIFEL 4 TREASURER  
**Estimate:** 2439  
**Flight Dates:** 10/16/12 - 10/22/12  
**Original Date / Rev:** 10/12/12 / 10/12/12  
**Order Type:** Political

**Primary AE:** Kristin Waskie  
**Sales Office:** T-PHI  
**Sales Region:** NAT

**Agency**  
**Name:** Buying Time, LLC/ POL  
**Buying Contact:**  
**Billing Contact:**  
 650 Massachusetts Ave. N.W. , Suite 210  
 Washington, DC 20001

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** Zweifel, Clint / State Treas / D  
**Demographic:** A35+  
**Product Codes:** PL-State/Local Misc  
**Priority:** P-2  
**Revenue Codes:** AGY, GEN, POL

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/22/12	5	\$3,675.00	\$3,123.75

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	5	\$3,675.00	\$3,123.75	0.00
<b>Totals</b>	<b>5</b>	<b>\$3,675.00</b>	<b>\$3,123.75</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Kristin Waskie			Start Of Order - End Of Order	100%

## Order Share

	Share	Total
KSDK	17%	\$3,675.00
Market	100%	\$21,617.65

## Competitive Share

	Share	Total
CABLE	0%	\$0.00
KDNL	4%	\$864.71
KETC	0%	\$0.00
KMOV	53%	\$11,457.35
KNLC	0%	\$0.00
KPLR	0%	\$0.00
KTVI	26%	\$5,620.59
UNKWN	0%	\$0.00
WHSL	0%	\$0.00
WPXS	0%	\$0.00
WRBU	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	KSDK	10/22/12	10/22/12	M-F NBC Today 7-9A NBC Today 7-9A	CM	7-9A	M-----	:30	1	\$825.00	P-2	0.00	NM	1	\$825.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/22/12	10/28/12	M-----		1		\$825.00		0.00					
N 2	KSDK	10/21/12	10/21/12	This Week Cardinal Nation This WK Cards Nation 10a	CM	10-1030a (10:00 AM-10:30 AM)	-----S	:30	1	\$375.00	P-2	0.00	NM	1	\$375.00

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 Estimate: 2439

KSDK

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
RAMS TAILGATE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
Week:		10/15/12	10/21/12	-----S		1			\$375.00	0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	KSDK	10/15/12-10/21/12		This Week Cardinal Nation		10-1030a	(10:00 AM-10:30	-----Su	:30	<del>(\$375.00)</del>		0.00	NM		
See MG 2.2 [INVENTORY CODE - NOW: RAMS TAILGATE]															
2	KSDK	10/21/12-10/21/12		Rams Weekly		SU 10A-10:30A/S	-----Su	:30		\$375.00		0.00	NM		
Ⓜ MG for 2.1 10/21 [n/a]															
3	KSDK	10/18/12	10/18/12	M-F 430-5p Jeopardy	CM	430-5p	---T---	:30	1	\$825.00	P-2	0.00	NM	1	\$825.00
JEOPARDY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
Week:		10/15/12	10/21/12	---T---		1			\$825.00	0.00					
4	KSDK	10/18/12	10/18/12	M-F NBC Today 7-9A NBC Today 7-9A	CM	7-9A	---T---	:30	1	\$825.00	P-2	0.00	NM	1	\$825.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
Week:		10/15/12	10/21/12	---T---		1			\$825.00	0.00					
5	KSDK	10/16/12	10/16/12	M-F 430-5p Jeopardy	CM	430-5p	-T-----	:30	1	\$825.00	P-2	0.00	NM	1	\$825.00
JEOPARDY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
Week:		10/15/12	10/21/12	-T-----		1			\$825.00	0.00					
													Totals	5	\$3,675.00